

Message Text

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PAGE 01 BERN 04081 010912Z

43

ACTION EUR-12

INFO OCT-01 ISO-00 EB-06 RSC-01 /020 W

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R 311548Z OCT 74

FM AMEMBASSY BERN

TO SECSTATE WASHDC 9773

USDOC WASHDC

INFO AMCONSUL ZURICH

UNCLAS BERN 4081

USDOC

E.O. 11652: N/A

TAGS: BEXP SZ

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR SWITZERLAND: FIRST PROGRESS
REPORT

REF: BERN A-194, ZURICH 0566

1. VIEW A-7029 OF SEPTEMBER 10 AND POLICY VIEWS CONVEYED BY
STATE AND COMMERCE OFFICIALS AT RECENT ROME CONFERENCE,
PROPOSE ELIMINATION PROJECT NO 1 - INVEST IN USA. ADD UNDER
NON-PROMOTIONAL ACTIVITIES AN ADDITIONAL LINE ENTRY READING
QUOTE INVEST IN USA UNQUOTE. MISSION CONSIDERING OPTIMAL
REALLOCATION POST RESOURCES PREVIOUSLY RESERVED FOR PROJECT
NO. 1. POST INVESTMENT PROMOTION ACTIVITY IN FUTURE WILL
BE LIMITED TO ASSISTING STATE AND LOCAL DEVELOPMENT AGENCIES
TO ACHIEVE THEIR GOALS WITHIN SWITZERLAND.

2. DURING FIRST FOUR MONTHS FY 75 BERN AND ZURICH TOGETHER
HAVE SUBMITTED TRADE AND LICENSING OPPORTUNITY REPORTS
ACCORDING TO SPECIFIC PROJECT AS FOLLOWS:

PROJECT 2 HEALTH CARE 8

PROJECT 3 INSTRUMENTATION 3

PROJECT 4 ENVIRONMENTAL CONTROL 5

PROJECT 5 EIPT 2

PROJECT 6 CONSUMER GOODS 22

UNCLASSIFIED

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PAGE 02 BERN 04081 010912Z

3. US EXHIBITIONS IN NEIGHBORING TRADE CENTERS AND AT TRADE FAIRS IN NEIGHBORING COUNTRIES HAVE BEEN PROMOTED THROUGH COMMERCIAL NEWSLETTER, DIRECT CALLS AND MAILINGS, AND FURNISHING OF ADDRESS MATERIALS TO EXHIBITION MANAGEMENT.

4. ADDITIONAL NOTES BY INDIVIDUAL PROJECT AS FOLLOWS:

A. PROJECT 3 - THE EMBASSY HAS CONTRACTED FOR SPACE AT NUCLEX 75 ON BEHALF OF USDOC; USDOC IS EXPECTED SHORTLY TO LET A CONTRACT FOR MARKET RESEARCH ON LABORATORY INSTRUMENTS IN SWITZERLAND.

B. PROJECT 4 - THE ENVIRONMENTAL POLLUTION CONTROL TRADE MISSION WAS VERY SUCCESSFUL, AND WE ANTICIPATE EXCELLENT RESULTS (ZURICH 0566).

C. PROJECT 6 - THE FIRST FOLLOW-REPORT ON THE MAUS FRERES PROMOTION HAS BEEN SUBMITTED, AND THE SECOND AND FINAL REPORT IS DUE SHORTLY. WE DO NOT ANTICIPATE AN IN-STORE PROMOTION IN SWITZERLAND DURING FY 75.

D. PROJECT 7 - VISIT USA - TRAVEL LITERATURE AND POSTERS HAVE BEEN SOLICITED FROM THE FIFTY STATES AND SELECTED INDIVIDUAL CITIES, AND OIL COMPANIES HAVE BEEN INVITED TO FURNISH ROAD MAPS, WITH FAIR RESULTS. THE ZURICH CONSULATE HAS BEEN SUCCESSFUL IN OBTAINING LIMITED QUANTITIES OF GERMAN-LANGUAGE TRAVEL LITERATURE FROM USTS/FRANKFURT. ADEQUATE SUPPORT FROM USTS IS, HOWEVER, NOT AVAILABLE HERE, AND BOTH POSTS ARE HAVING TO UNDERTAKE CONSIDERABLY MORE WORK WITH LESS EFFECTIVE RESULTS AS A CONSEQUENCE. THESE MATERIALS, AND OTHER OBTAINED BY USIS/BERN, ARE BEING SHARED AMONG THE EMBASSY'S COMMERCIAL, INFORMATION AND VISA SECTIONS, AND BY THE CONSULATE, AND MADE AVAILALE TO LOCAL TRAVEL AGENCIES INSOFAR AS SUPPLIES PERMIT.

COOPERATION BETWEEN THE COMMERCIAL SECTION AND USIS HAS BEEN VERY GOOD AND PRODUCTIVE. NOT ONLY ARE MATERIALS BEING SHARED, BUT USIS RECENTLY SPONSORED IN BERN, BASEL, GENEVA AND LUZERN SHOWINGS OF TRAVEL FILMS ON THE AMERICAN SOUTH FOR THE TRAVEL TRADE IN THE RESPECTIVE CITIES, WITH COMMERCIAL SECTION OFFICERS PARTICIPATING. A SIMILAR SERIES OF FILM NIGHTS WILL BE SPONSORED IN THE SPRING

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BERN 04081 010912Z

IF USIS IS SUCCESSFUL IN OBTAINING A SERIES OF FILMS ON THE FAR WEST BEING OFFERED BY USIA/WASHINGTON. GROUP VISITS OF SWISS BUYERS AND OTHER BUSINESSMEN TO THE US NOW BEING WORKED ON INCLUDE ONE FOR THE ELCTRONICS TRADE IN THE SPRING; ONE TO THE NATIONAL HOUSEWARES EXPOSITION IN JULY; ONE WITH A POLLUTION-CONTROL FOCUS; AND ONE FOR EXECUTIVES OF SMALL SWISS FIRMS INTERESTED IN THE STATUS OF SMALL BUSINESS IN THE USA.

5. INDICATIONS ARE THAT FY 1975 WILL BE A LEAN YEAR FROM
THE BUDGET VIEWPOINT. FULL FUNDING OF TRAVEL, REPRESENTATION,
PRINTING AND CONTRACT SERVICES AS PROVIDED IN THE CCP
MAY NOT BE ACHIEVABLE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BERN04081
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740313-0185
From: BERN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974104/aaaaadca.tel
Line Count: 121
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: BERN A-194, ZURICH 0566
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 11 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 MAR 2002 by chappeld>; APPROVED <12 FEB 2003 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM FOR SWITZERLAND: FIRST PROGRESS REPORT
TAGS: BEXP, SZ
To: STATE COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005